

Urban Planning and Economy

Entertainment District

Edmonton

April 29, 2024 - Community and Public Services Committee

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Rice Howard Way Entertainment District

PROPOSED AMENDMENT TO PUBLIC SPACES BYLAW 14614

- Amend Bylaw 14614 in order to designate an Entertainment District on Rice Howard Way
- The Gaming, Liquor and Cannabis Act grants municipalities the authority to create a bylaw
- Allows for consumption of alcohol in a public space, including licensed establishments within its boundary
- Reduced red tape and supports businesses

Rice Howard Way Entertainment District

CURRENT STATE

- An AGLC Special Event License
- The AGLC application takes up to 6 weeks
- Additional fees and other costs
- Adjacent businesses excluded



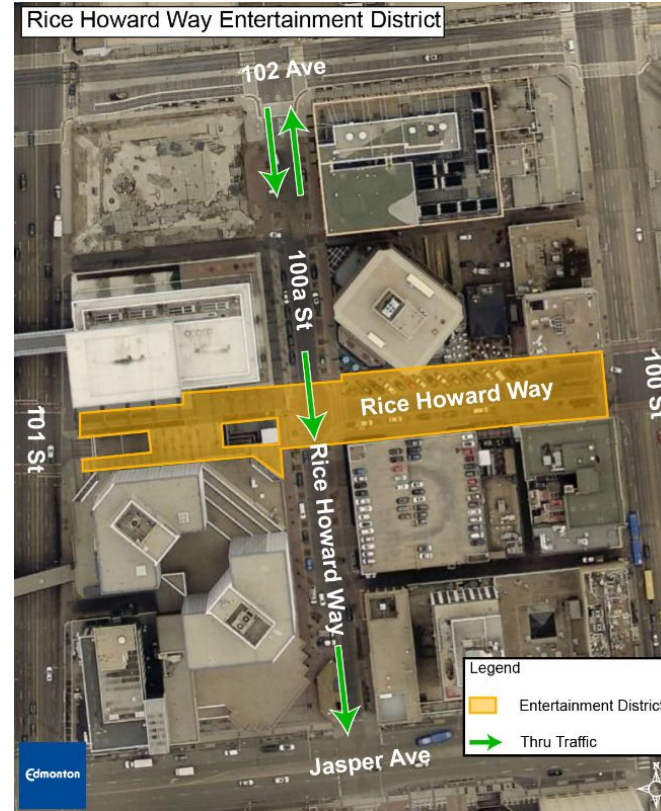
Past Events on Rice Howard Way



Rice Howard Way Entertainment District

PROPOSED BOUNDARY

- 101a Ave (Rice Howard Way) beginning on the west side of 100St to the east side of 101st
- Includes all City owned spaces, such as roads, sidewalks, road right of way, and parkland (area south of Enbridge Place)
- Intersection at 100a Ave/100a St is included, but vehicular traffic is permitted



Why is an Entertainment District Important?

DOWNTOWN VIBRANCY

- More activity to the downtown core for all those who work, live, play or visit the area.

SUPPORTING BUSINESSES

- Reduces red tape
- Directly supports brick and mortar businesses



Stakeholder Feedback

LOCAL BUSINESSES AND RESIDENTS

- Positive feedback

PUBLIC ENGAGEMENT

- 87% said they were likely to participate

CONCERNS RAISED

- Safety, parking, traffic, noise

OTHER SOURCES

- Downtown Vibrancy Strategy
- Closed and Shared Streets report

Next Steps

SUMMER PROJECT

- The City and the Edmonton Downtown Business Association
- Saturdays from June 1 - August 24
- Rice Howard Way (101a Ave) road closure
- Programming and Activations
- Security, beautification and cleanliness
- No additional funding is required

Questions

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